

# Human-Touch Content Moderation in Pharma Marketing

Building meaningful connections by amplifying patient trust, ensuring compliance, and expertly managing challenges and crises.



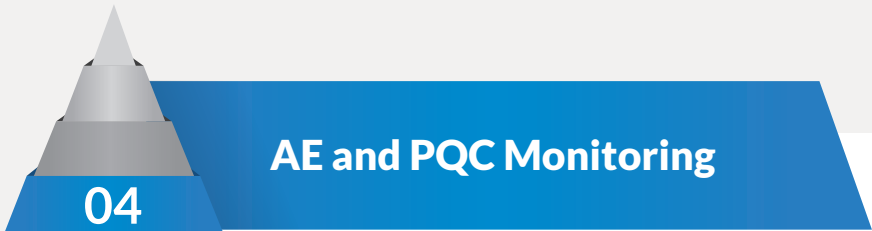
Content moderation is essential for safeguarding your brand and fostering patient trust by **maintaining a compliant online environment**.



With over 28 years of experience, **LiveWorld sets the standard in moderation and engagement for pharma**, seamlessly combining human intelligence and empathy with the efficiency provided by content moderation tools.



Our trained, multi-lingual moderators work around the clock to monitor and moderate user-generated content in local languages and cultures, ensuring compliance with pharma regulations and **providing 24/7 brand protection**.



**Solution:** Human agents monitor and review user-generated content to ensure compliance with regulatory requirements, adhering to reporting and notification processes in alignment with Pharmacovigilance guidelines.

**Outcome:** The foundation is laid for a compliant social media program that **meets the requirements of the FDA and other regulatory bodies**.



03

## Moderation & Community Management

**Solution:** 24/7 content moderation combines our human agents with technology to **quickly detect and mitigate negative comments**, with crisis detection and mitigation built in from day one.

**Outcome:** Rapid mitigation actions and human-touch engagement assure customers they've been heard; **enhancing satisfaction and enabling participants to facilitate meaningful and compliant interactions.**



02

## Response & Engagement

**Solution:** Agents connect with patients and caregivers on a personal level, **building relationships and loyalty through various engagement options**. Swift responses to questions and complaints ensure these critical audiences feel heard and valued.

**Outcome:** Our conversation solutions **deepen patient and caregiver relationships**, fostering loyalty and driving revenue growth in the pharma space.



01

## Crisis Management

**Solution:** LiveWorld **protects your brand through contextual analysis of UGC on your owned and earned properties**. Our analyses provide insights that inform Marketing and Comms teams about potential negative events so that they can be addressed before they accelerate.

**Outcome:** Contextual review enables you to stay ahead by **identifying potential risks**. This provides preparation and recommendations to mitigate crises before they escalate.



**Contact us for solution tiers and pricing.**



LiveWorld is a **social-first digital agency that transforms customer relationships by integrating compliance, engagement, and insight solutions**. We offer strategic, impactful creative, precise media targeting, responsive social moderation, software automation, and compliance support to drive and accelerate digital programs.